



KIRO-TV, Inc.  
2807 Third Avenue  
Seattle, WA 98121

Media Strategies & Research  
1580 Lincoln Street  
Suite 510  
Denver, CO 80203-1907

## Contract # 329998

**Schedule Dates** 10/15/12-10/21/12  
**Advertiser** Pol/D Heck/D/US Congress (16718)  
**Agency** Media Strategies & Research (1583)  
**Product** Political - Federal Candidate (1067)  
**Brand** Political Candidate (18969)  
**Salesperson** Blakely, Dave (1018)  
**Sales Office** KIRO-TV  
**Buyer Name**  
**Phone/Fax** /  
**CPE** EST #11787  
**Account Types** Local/Political  
**Billing Type** Standard  
**Comments**

**Date Entered** 09/04/12  
**Last Modified** 09/04/12  
**Entered By** Sarah Cook  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$10,365.00  
**Net Total** \$58,735.00  
**Sales Tax**

## Seattle (KIRO)

By Broadcast Month	Spots	Rate
Oct. 2012	60	\$69,100.00
<b>Grand Total:</b>	<b>60</b>	<b>\$69,100.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	5:56A- KIRO 7 EYEWITNESS @ 6A (CONT.)		1	1	1	1	1			5	\$550.00	\$2,750.00	Seattle (KIRO)		9/4/12
2.0	Normal Line / Spot	10/15/12-10/19/12	5	:30	7A- CBS THIS MORNING		1	1	1	1	1			5	\$150.00	\$750.00	Seattle (KIRO)		9/4/12
3.0	Normal Line / Spot	10/20/12-10/20/12	3	:30	6:57A- KIRO 7 EYEWITNESS NEWS SAT MORNING							1		1	\$275.00	\$275.00	Seattle (KIRO)		9/4/12
4.0	Normal Line / Spot	10/21/12-10/21/12	3	:30	6:57A- CBS SUNDAY MORNING								1	1	\$925.00	\$925.00	Seattle (KIRO)		9/4/12
5.0	Normal Line / Spot	10/16/12-10/18/12	3	:30	9:58A- PRICE IS RIGHT			1		1				2	\$760.00	\$1,520.00	Seattle (KIRO)		9/4/12
6.0	Normal Line / Spot	10/15/12-10/19/12	4	:30	11:59A- KIRO 7 EYEWITNESS NEWS @ 12P		1		1		1			3	\$345.00	\$1,035.00	Seattle (KIRO)		9/4/12
7.0	Normal Line / Spot	10/15/12-10/19/12	5	:30	3P- 3:58P (PST)		1	1	1	1	1			5	\$205.00	\$1,025.00	Seattle (KIRO)		9/4/12
8.0	Normal Line / Spot	10/15/12-10/19/12	4	:30	3:58P- 4:58P (PST)		1	1	1	1	1			5	\$475.00	\$2,375.00	Seattle (KIRO)		9/4/12
9.0	Normal Line / Spot	10/16/12-10/18/12	2	:30	4:58P- KIRO 7 EYEWITNESS NEWS @ 5P			1		1				2	\$1,200.00	\$2,400.00	Seattle (KIRO)		9/4/12
10.0	Normal Line / Spot	10/15/12-10/19/12	3	:30	5:29P- KIRO 7 EYEWITNESS NEWS @ 530P		1		1		1			3	\$800.00	\$2,400.00	Seattle (KIRO)		9/4/12

## CONFIRMATION CONTRACT

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Date:

Accepted-Station:

Date:

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11.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	5:59P- KIRO 7 EYEWITNESS NEWS @ 6P		1	1	1	1	1			5	\$1,100.00	\$5,500.00	Seattle (KIRO)		9/4/12
12.0	Normal Line / Spot	10/21/12-10/21/12	4	:30	6:28P- KIRO 7 EYEWITNESS NEWS @ 630P								1	1	\$575.00	\$575.00	Seattle (KIRO)		9/4/12
13.0	Normal Line / Spot	10/15/12-10/19/12	4	:30	6:58P- ENTERTAINMENT TONIGHT		1	1	1	1	1			5	\$600.00	\$3,000.00	Seattle (KIRO)		9/4/12
14.0	Normal Line / Spot	10/15/12-10/19/12	4	:30	7:27P- THE INSIDER		1				1			2	\$600.00	\$1,200.00	Seattle (KIRO)		9/4/12
15.0	Normal Line / Prime	10/16/12-10/16/12	2	:30	7:57P- NCIS			1						1	\$8,000.00	\$8,000.00	Seattle (KIRO)		9/4/12
16.0	Normal Line / Prime	10/17/12-10/17/12	2	:30	9P- CRIMINAL MINDS				1					1	\$6,500.00	\$6,500.00	Seattle (KIRO)		9/4/12
17.0	Normal Line / Prime	10/18/12-10/18/12	2	:30	7:58P- 9P (PST)					1				1	\$7,500.00	\$7,500.00	Seattle (KIRO)		9/4/12
18.0	Normal Line / Prime	10/20/12-10/20/12	2	:30	10P- 48 HOURS MYSTERY							1		1	\$3,500.00	\$3,500.00	Seattle (KIRO)		9/4/12
19.0	Normal Line / Prime	10/21/12-10/21/12	2	:30	9P- THE GOOD WIFE								1	1	\$6,800.00	\$6,800.00	Seattle (KIRO)		9/4/12
20.0	Normal Line / Spot	10/15/12-10/19/12	2	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM		1	1	1	1	1			5	\$1,500.00	\$7,500.00	Seattle (KIRO)		9/4/12

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21.0	Normal Line / Spot	10/20/12-10/20/12	3	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM							1		1	\$1,000.00	\$1,000.00	Seattle (KIRO)		9/4/12
22.0	Normal Line / Spot	10/21/12-10/21/12	3	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM								1	1	\$1,000.00	\$1,000.00	Seattle (KIRO)		9/4/12
23.0	Normal Line / Spot	10/21/12-10/21/12	3	:30	11:30P- KIRO 7 EYEWITNESS NEWS @ 1130P								1	1	\$400.00	\$400.00	Seattle (KIRO)		9/4/12
24.0	Normal Line / Spot	10/17/12-10/19/12	3	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN				1		1			2	\$585.00	\$1,170.00	Seattle (KIRO)		9/4/12

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